

# Yammer Use Policy

Welcome to Yammer!

Our goal is to provide a collaborative environment to connect with colleagues and bridge various branches, departments and geographic locations to share meaningful information.

This Yammer Use Policy is intended to provide helpful information and to enhance the value and benefits of internal social networking at Air Canada. It is not intended to restrict the flow of useful and appropriate information among employees.

**Important note:** Yammer does not replace Air Canada's established reporting channels.

**For all safety related issues, please ensure to report your concern through the Safety Information Management System (SIMS).**

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## Disclaimer

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Using the Air Canada Yammer network acknowledges and confirms that you understand and agree to the following requirements:

- **Participation is entirely voluntary and a matter of individual choice.**
- **The Air Canada Yammer network is intended only for use by employees of Air Canada. Information contained within Yammer may not be released, in whole or in part, without the written consent of the Vice President, Corporate Communications.**
- **Use good judgment when considering how to use information found on the Air Canada Yammer network and consult your manager for any confirmation/clarification you require.**
- **Never rely on information or opinions posted on the Air Canada Yammer network by other users to replace company policy or standards or information that you receive from your manager. While the Air Canada Yammer network contains plenty of useful information and our administrators strive to address incorrect statements, we cannot guarantee the accuracy, privacy or validity of information provided in the groups by other users.**
- **Information, opinions, statements, pictures and/or files posted onto Yammer cannot be considered as private.**
- **Any statements, pictures and/or files uploaded onto Yammer are subject to be used in employee communication publications at Air Canada.**

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## General Information

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**How can you sign up?** It's easy!

1. Visit [www.yammer.com](http://www.yammer.com).
2. Enter your Air Canada e-mail address and click **Join**.
3. You will receive an automatic e-mail from Yammer. Click **Confirm**.
4. Enter your name and password.
5. Set up your profile on the Air Canada Network. Add a picture, details about your expertise, follow colleagues and invite others to join!

**Before you begin.** Using new technology may seem daunting, or even intimidating. Don't worry, that's normal! We recommend that you navigate the Air Canada Yammer network by reading posts and exploring the various groups available until you feel comfortable participating. You are encouraged to contribute and provide your own insights and opinions.

**Take a tour.** Before you post, take time to explore Yammer- you'll get the hang of it!

**Network administrators.** The Air Canada Yammer network is administered by the Employee Communications team. Administrators have the responsibility of monitoring the overall network content.

**Official Languages.** The Air Canada Yammer network interface is available in both of Canada's official languages and posts can be submitted in either English or French. To select your language of preference when logged into Yammer, simply scroll to the bottom of the page.

To select the French version, click the "English (US)" link and select "French (Canada)."  
To select the English version, click the "French (Canada)" link and select "English (US)."

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## The Guidelines

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As with any social media you may use, Air Canada's policies, including the Corporate Policy and Guidelines on Business Conduct, the Workplace Harassment Policy, and the Information Security Policy, apply to your activities on Yammer. Please also respect the Social Media Guidelines. Carefully consider the content you post on the Air Canada Yammer network in accordance with the following guidelines:

**Profile name.** To encourage an atmosphere of openness and transparency, all users must use their full first and last names when creating their respective profiles. This will allow other users to know who they are interacting with.

**Social etiquette.** An atmosphere that is free of negativity will foster stronger relations and create an environment that encourages constructive feedback – benefiting all of us.

Obscene, discriminatory, harassing or defamatory postings will not be permitted. If such posts are made, one or more of the following actions may be taken in addition to actions contemplated by Air Canada policies, including the Corporate Policy and Guidelines on Business Conduct, our Workplace Harassment, the Information Security Policy and all other applicable policies: the user may be asked to remove the offending content, the content will be removed by an administrator,

and/or the user will be removed from the Air Canada Yammer network and discipline may be imposed, up to and including discharge.

Air Canada reserves the right to remove a group from the network if it is deemed inappropriate for the workplace.

Air Canada has the ability and the right to monitor anything posted to the Air Canada Yammer network, including information posted to private groups or as direct messages. Air Canada, according to its own discretion, reserves the right to remove Yammer privileges from any user at any time and failure to respect Air Canada policies when participating in Yammer may result in disciplinary action, up to and including discharge.

**Add value.** Post accurate, meaningful and respectful comments that are relevant to what's being discussed. Pushing your point of view too hard may offend other people.

**Respect each others' privacy.** We cannot share the personal information of our colleagues or our passengers without their explicit consent. This includes their name, personal e-mail address, home or cell phone number, location, flight information or photos or video of them. All posts are required to respect the Personal Information Protection – Employees policy

**Respond in a timely manner.** Conversations that you are involved in can move very quickly. So, while you should think through your response before you post, you should respond within the same day if not within a few hours of the original post.

**You don't always have to respond.** Sometimes, people just want to have their voice heard and that is not necessarily the best time to engage them in a conversation. Use your judgment to determine whether or not it's worth responding. If someone is speaking aggressively in order to start an argument, there's no point in getting involved.

**Edit, rinse, repeat.** If you're about to post something that makes you even the slightest bit uncomfortable, please take a minute to review these guidelines and try to figure out what makes you hesitant, then fix it. In fact, even if you are not uncomfortable, it is wise to take a second look. Ultimately, what you post is yours — as is the responsibility.

**It's ok to disagree.** When disagreeing with others' opinions, please keep it appropriate and polite. If you find yourself in a situation where someone is attacking a topic unfairly, a polite way to end a conversation would be to say, "I think we need to just agree to disagree and leave it at that."

**Learn from your mistakes.** We all make them. If you make a mistake, just be upfront and immediately correct yourself. Whether it's an update in a group, a deletion of a comment you made or an apology to a fellow Yammer user – just make it clear that the correction was made and why.

**Use common sense and common courtesy.** Do not publish or report on conversations that are meant to be private or internal to Air Canada. Being transparent doesn't mean we can violate Air Canada's privacy policy, disclose confidential information or ignore legal requirements.

If you have any questions or feedback, feel free to contact an administrator directly.

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## Final Thoughts

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We rely on you to help build our Air Canada Yammer network and make it an engaging and productive community. We encourage business-oriented communication, collaboration and sharing of knowledge. At the same time, we want you to enjoy this opportunity to connect with colleagues.

With that, get on Yammer and have some fun!

Sue Kingsley, Director – Employee Communications